

What is Claimed is:

1. A business directory advertisement billing method comprising:
generating an electronic image of a business directory advertisement that was
sold by a third party Customer Marketing Representative (CMR) for a business
directory publisher;
5 generating an electronic invoice for the business directory advertisement that
was sold by the CMR for the business directory publisher;
electronically linking the electronic image and the electronic invoice; and
granting electronic access to the CMR to the electronic image and electronic
invoice that are electronically linked.
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2. A method according to Claim 1 wherein the granting electronic access
comprises:
sending an email to the CMR including a hyperlink to the electronic image
and electronic invoice that are electronically linked.
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3. A method according to Claim 1 wherein the granting electronic access
comprises:
sending an email to the CMR including a userid and/or password that may be
used to electronically access the electronic image and electronic invoice that are
20 electronically linked.
4. A method according to Claim 1 wherein the electronically linking
comprises generating a hyperlink to the electronic image in the electronic invoice.
- 25 5. A method according to Claim 1:
wherein the generating an electronic image, generating an electronic invoice
and electronically linking are repeatedly performed for a plurality of business
directory advertisements that were sold by the CMR for the business directory
publisher to create an invoice summary statement; and
30 wherein the granting electronic access comprises granting electronic access to
the CMR to the invoice summary statement.

6. A method according to Claim 1 wherein the generating an electronic image comprises generating a read only Portable Document Format (PDF) file that contains the image of the business directory advertisement that was sold by the CMR for the business directory publisher.

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7. A method according to Claim 1 wherein the generating an electronic invoice comprises generating an electronic spreadsheet that contains the electronic invoice for the business directory advertisement that was sold by the CMR for the business directory publisher.

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8. A method according to Claim 1 further comprising:
electronically sending a reminder message to the CMR if the CMR has not electronically accessed the electronic image and electronic invoice that are electronically linked, within a predetermined time after the granting electronic access.

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9. A method according to Claim 1 further comprising:
accepting an electronic CMR credit/debit form that indicates that an error was made in the electronic invoice for the business directory advertisement that was sold by the CMR for the business directory publisher.

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10. A method according to Claim 1 further comprising:
accepting an electronic CMR adjustment form that indicates that an error was made in the business directory advertisement that was sold by the CMR for the business directory publisher.

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11. A business directory advertisement billing method comprising:
electronically accessing an electronically linked electronic image of a business directory advertisement that was sold by a third party Customer Marketing Representative (CMR) for a business directory publisher to a CMR customer and a
30 CMR electronic invoice for the business directory advertisement that was sold by the CMR to the CMR customer, in response to granting access to the electronically linked electronic image and electronic invoice by the business directory publisher;
generating a customer electronic invoice for the business directory advertisement that was sold by the CMR to the CMR customer, from the CMR

electronic invoice for the business directory advertisement that was sold by the CMR to the CMR customer;

electronically linking the electronic image and the customer electronic invoice; and

5 granting electronic access to the CMR customer to the electronic image and customer electronic invoice that are electronically linked.

12. A method according to Claim 11 wherein the granting electronic access comprises:

10 sending an email to the CMR customer including a hyperlink to the electronic image and customer electronic invoice that are electronically linked.

13. A method according to Claim 11 wherein the granting electronic access comprises:

15 sending an email to the CMR customer including a userid and/or password that may be used to electronically access the electronic image and customer electronic invoice that are electronically linked.

14. A method according to Claim 11 wherein the electronic image
20 comprises a read only Portable Document Format (PDF) file that contains the image of the business directory advertisement that was sold by the CMR to the CMR customer for the business directory publisher.

15. A method according to Claim 11 further comprising:

25 sending an electronic CMR credit/debit form to the business directory publisher that indicates that an error was made in the CMR electronic invoice for the business directory advertisement that was sold by the CMR to the CMR customer for the business directory publisher.

30 16. A method according to Claim 11 further comprising:

 sending an electronic CMR adjustment form to the business directory publisher that indicates that an error was made in the business directory advertisement that was sold by the CMR to the CMR customer for the business directory publisher.

17. An advertisement billing method comprising:
generating an electronic image of an advertisement that was sold by a third
party Marketing Representative (MR) for a publisher;
generating an electronic invoice for the advertisement that was sold by the MR
5 for the publisher;
electronically linking the electronic image and the electronic invoice; and
granting electronic access to the MR to the electronic image and electronic
invoice that are electronically linked.

10 18. A method according to Claim 17 wherein the granting electronic
access comprises:
sending an email to the MR including a hyperlink to the electronic image and
electronic invoice that are electronically linked.

15 19. A method according to Claim 17 wherein the granting electronic
access comprises:
sending an email to the MR including a userid and password that may be used
to electronically access the electronic image and electronic invoice that are
electronically linked.

20 20. A method according to Claim 17 wherein the generating an electronic
image comprises generating a read only Portable Document Format (PDF) file that
contains the image of the advertisement that was sold by the MR for the publisher.

25 21. A method according to Claim 17 wherein the generating an electronic
invoice comprises generating an electronic spreadsheet that contains the electronic
invoice for the advertisement that was sold by the MR for the periodical publisher.

30 22. A business directory advertisement billing method comprising:
paperlessly distributing to third party Customer Marketing Representatives
(CMR) for a business directory publisher, tear pages and corresponding business
directory publisher invoices for business directory advertisements that were sold by
the CMRs to CMR customers.

23. A method according to Claim 22 further comprising:
paperlessly distributing to the CMR customers, the tear pages and CMR
customer invoices for business directory advertisements that were sold by the CMRs
to the CMR customers.

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24. A business directory advertisement billing system comprising:
an electronic image of a business directory advertisement that was sold by a
third party Customer Marketing Representative (CMR) for a business directory
publisher;

10 an electronic invoice for the business directory advertisement that was sold by
the CMR for the business directory publisher; and

a module that is configured to electronically link the electronic image and the
electronic invoice and to grant electronic access to the CMR to the electronic image
and electronic invoice that are electronically linked.

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25. A system according to Claim 24 wherein the module is configured to
grant electronic access by sending an email to the CMR including a hyperlink to the
electronic image and electronic invoice that are electronically linked.

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26. A system according to Claim 24 wherein the module is configured to
grant electronic access by sending an email to the CMR including a userid and/or
password that may be used to electronically access the electronic image and electronic
invoice that are electronically linked.

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27. A system according to Claim 24 wherein the module is configured to
electronically link by generating a hyperlink to the electronic image in the electronic
invoice.

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28. A system according to Claim 24 wherein the module is further
configured to electronically send a reminder message to the CMR if the CMR has not
electronically accessed the electronic image and electronic invoice that are
electronically linked, within a predetermined time after the granting electronic access.

29. A system according to Claim 24 wherein the module is further configured to accept an electronic CMR credit/debit form that indicates that an error was made in the electronic invoice for the business directory advertisement that was sold by the CMR for the business directory publisher.

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30. A system according to Claim 24 wherein the module is further configured to accept an electronic CMR adjustment form that indicates that an error was made in the business directory advertisement that was sold by the CMR for the business directory publisher.

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31. A business directory advertisement billing system comprising:
a module that is configured to electronically access an electronically linked electronic image of a business directory advertisement that was sold by a third party Customer Marketing Representative (CMR) for a business directory publisher to a
15 CMR customer and a CMR electronic invoice for the business directory advertisement that was sold by the CMR to the CMR customer, in response to granting access to the electronically linked electronic image and electronic invoice by the business directory publisher;

the module being further configured to generate a customer electronic invoice
20 for the business directory advertisement that was sold by the CMR to the CMR customer, from the CMR electronic invoice for the business directory advertisement that was sold by the CMR to the CMR customer, to electronically link the electronic image and the customer electronic invoice, and to grant electronic access to the CMR customer to the electronic image and customer electronic invoice that are
25 electronically linked.

32. A system according to Claim 31 wherein the module is configured to grant electronic access by sending an email to the CMR customer including a hyperlink to the electronic image and customer electronic invoice that are
30 electronically linked.

33. A system according to Claim 31 wherein the module is configured to grant electronic access by sending an email to the CMR customer including a userid

and/or password that may be used to electronically access the electronic image and customer electronic invoice that are electronically linked.

34. An advertisement billing system comprising:
5 an electronic image of an advertisement that was sold by a third party Marketing Representative (MR) for a publisher;
an electronic invoice for the advertisement that was sold by the MR for the publisher; and
a module that is configured to electronically link the electronic image and the
10 electronic invoice and to grant electronic access to the MR to the electronic image and electronic invoice that are electronically linked.

35. A system according to Claim 34 wherein the module is configured to grant electronic access by sending an email to the MR including a hyperlink to the
15 electronic image and electronic invoice that are electronically linked.

36. A system according to Claim 34 wherein the module is configured to grant electronic access by sending an email to the MR including a userid and password that may be used to electronically access the electronic image and electronic
20 invoice that are electronically linked.

37. A business directory advertisement billing system comprising:
a module that is configured to paperlessly distribute to third party Customer Marketing Representatives (CMR) for a business directory publisher, tear pages and
25 business directory publisher invoices for business directory advertisements that were sold by the CMRs to CMR customers.

38. A system according to Claim 37 wherein the module is further configured to paperlessly distribute to the CMR customers, the tear pages and CMR
30 customer invoices for business directory advertisements that were sold by the CMRs to the CMR customers.

39. A computer program product for business directory advertisement billing, the computer program product comprising a computer usable storage medium

having computer-readable program code embodied in the medium, the computer-readable program code comprising:

computer-readable program code that is configured to generate an electronic image of a business directory advertisement that was sold by a third party Customer Marketing Representative (CMR) for a business directory publisher;

computer-readable program code that is configured to generate an electronic invoice for the business directory advertisement that was sold by the CMR for the business directory publisher;

computer-readable program code that is configured to electronically link the electronic image and the electronic invoice; and

computer-readable program code that is configured to grant electronic access to the CMR to the electronic image and electronic invoice that are electronically linked.

40. A computer program product according to Claim 39 wherein the computer-readable program code that is configured to grant electronic access comprises:

computer-readable program code that is configured to send an email to the CMR including a hyperlink to the electronic image and electronic invoice that are electronically linked.

41. A computer program product according to Claim 39 wherein the computer-readable program code that is configured to grant electronic access comprises:

computer-readable program code that is configured to send an email to the CMR including a userid and/or password that may be used to electronically access the electronic image and electronic invoice that are electronically linked.

42. A computer program product according to Claim 39 wherein the computer-readable program code that is configured to electronically link comprises computer-readable program code that is configured to generate a hyperlink to the electronic image in the electronic invoice.

43. A computer program product according to Claim 39:

wherein the computer-readable program code that is configured to generate an electronic image, the computer-readable program code that is configured to generate an electronic invoice and the computer-readable program code that is configured to electronically link are repeatedly activated for a plurality of business directory advertisements that were sold by the CMR for the business directory publisher to create an invoice summary statement; and

wherein the computer-readable program code that is configured to grant electronic access comprises computer-readable program code that is configured to grant electronic access to the CMR to the invoice summary statement.

44. A computer program product according to Claim 39 wherein the computer-readable program code that is configured to generate an electronic image comprises computer-readable program code that is configured to generate a read only Portable Document Format (PDF) file that contains the image of the business directory advertisement that was sold by the CMR for the business directory publisher.

45. A computer program product according to Claim 39 wherein the computer-readable program code that is configured to generate an electronic invoice comprises computer-readable program code that is configured to generate an electronic spreadsheet that contains the electronic invoice for the business directory advertisement that was sold by the CMR for the business directory publisher.

46. A computer program product according to Claim 39 further comprising:
computer-readable program code that is configured to electronically send a reminder message to the CMR if the CMR has not electronically accessed the electronic image and electronic invoice that are electronically linked, within a predetermined time after the granting electronic access.

47. A computer program product according to Claim 39 further comprising:
computer-readable program code that is configured to accept an electronic CMR credit/debit form that indicates that an error was made in the electronic invoice

for the business directory advertisement that was sold by the CMR for the business directory publisher.

5 48. A computer program product according to Claim 39 further comprising:
 computer-readable program code that is configured to accept an electronic CMR adjustment form that indicates that an error was made in the business directory advertisement that was sold by the CMR for the business directory publisher.

10 49. A computer program product for business directory advertisement billing, the computer program product comprising a computer usable storage medium having computer-readable program code embodied in the medium, the computer-readable program code comprising:

15 computer-readable program code that is configured to electronically access an electronically linked electronic image of a business directory advertisement that was sold by a third party Customer Marketing Representative (CMR) for a business directory publisher to a CMR customer and a CMR electronic invoice for the business directory advertisement that was sold by the CMR to the CMR customer, in response to granting access to the electronically linked electronic image and electronic invoice
20 by the business directory publisher;

 computer-readable program code that is configured to generate a customer electronic invoice for the business directory advertisement that was sold by the CMR to the CMR customer, from the CMR electronic invoice for the business directory advertisement that was sold by the CMR to the CMR customer;

25 computer-readable program code that is configured to electronically link the electronic image and the customer electronic invoice; and

 computer-readable program code that is configured to grant electronic access to the CMR customer to the electronic image and customer electronic invoice that are electronically linked.

30 50. A computer program product according to Claim 49 wherein the computer-readable program code that is configured to grant electronic access comprises:

computer-readable program code that is configured to send an email to the CMR customer including a hyperlink to the electronic image and customer electronic invoice that are electronically linked.

- 5 51. A computer program product according to Claim 49 wherein the computer-readable program code that is configured to grant electronic access comprises:

 computer-readable program code that is configured to send an email to the CMR customer including a userid and/or password that may be used to electronically
10 access the electronic image and customer electronic invoice that are electronically linked.

52. A computer program product according to Claim 49 wherein the electronic image comprises a read only Portable Document Format (PDF) file that
15 contains the image of the business directory advertisement that was sold by the CMR to the CMR customer for the business directory publisher.

53. A computer program product according to Claim 49 further comprising:
20 computer-readable program code that is configured to send an electronic CMR credit/debit form to the business directory publisher that indicates that an error was made in the CMR electronic invoice for the business directory advertisement that was sold by the CMR to the CMR customer for the business directory publisher.

- 25 54. A computer program product according to Claim 49 further comprising:
 computer-readable program code that is configured to send an electronic CMR adjustment form to the business directory publisher that indicates that an error was made in the business directory advertisement that was sold by the CMR to the CMR
30 customer for the business directory publisher.

55. A computer program product for advertisement billing, the computer program product comprising a computer usable storage medium having computer-

readable program code embodied in the medium, the computer-readable program code comprising:

- 5 computer-readable program code that is configured to generate an electronic image of an advertisement that was sold by a third party Marketing Representative (MR) for a publisher;
- computer-readable program code that is configured to generate an electronic invoice for the advertisement that was sold by the MR for the publisher;
- computer-readable program code that is configured to electronically link the electronic image and the electronic invoice; and
- 10 computer-readable program code that is configured to grant electronic access to the MR to the electronic image and electronic invoice that are electronically linked.

56. A computer program product according to Claim 55 wherein the computer-readable program code that is configured to grant electronic access
15 comprises:

computer-readable program code that is configured to send an email to the MR including a hyperlink to the electronic image and electronic invoice that are electronically linked.

20 57. A computer program product according to Claim 55 wherein the computer-readable program code that is configured to grant electronic access comprises:

computer-readable program code that is configured to send an email to the MR including a userid and password that may be used to electronically access the
25 electronic image and electronic invoice that are electronically linked.

58. A computer program product according to Claim 55 wherein the computer-readable program code that is configured to generate an electronic image comprises computer-readable program code that is configured to generate a read only
30 Portable Document Format (PDF) file that contains the image of the advertisement that was sold by the MR for the publisher.

59. A computer program product according to Claim 55 wherein the computer-readable program code that is configured to generate an electronic invoice

comprises generating an electronic spreadsheet that contains the electronic invoice for the advertisement that was sold by the MR for the periodical publisher.

5 60. A computer program product for business directory advertisement
 billing, the computer program product comprising a computer usable storage medium
 having computer-readable program code embodied in the medium, the computer-
 readable program code comprising:

 computer-readable program code that is configured to paperlessly distribute to
 third party Customer Marketing Representatives (CMR) for a business directory
10 publisher, tear pages and business directory publisher invoices for business directory
 advertisements that were sold by the CMRs to CMR customers.

 61. A computer program product according to Claim 60 further
 comprising:

15 computer-readable program code that is configured to paperlessly distribute to
 the CMR customers, the tear pages and CMR customer invoices for business directory
 advertisements that were sold by the CMRs to the CMR customers.